



The All New magbloom.com

It's been hard for me, a "paper" guy, to get excited about websites. I've had a love affair with magazines, newspapers, and books my whole life. More than that, I've been fortunate to work in all three media for the last 45 years.

But finally it has gotten through my thick skull that a good website can be just as challenging, just as creative, and just as much fun to work on as *Bloom* itself. In magazines, I love the way the words, photography, and design can come together to make something beautiful. I've learned that a website can be made just as appealing, but in different ways. Websites can also do things that newspapers and magazines cannot.

These realizations have come to me in the past several months as the *Bloom* staff has put together our totally revamped website magbloom.com. I am as excited about its potential as I was about the launch of *Bloom Magazine* six years ago.

Here's why. We are making magbloom.com the one place where residents and visitors alike can go to get a ton of information about our town.

Take for instance our Events Calendar. For years I'd heard people say we need one events calendar that covers everything that is going on. It seemed to be a monumental task that no entity was willing to take on. When graduate accounting students from the IU Kelley School of Business conducted a survey for us, the more than 2,000 respondents confirmed what I had been hearing. More than anything else, a comprehensive events calendar was what

they wanted. Take a look at ours. You will find hundreds of entries, including quite a bit of detail. You can search by the day or by 22 event categories, including entertainment, children, exhibits, films, sports, and health.

You can also put up your own organization's events on the calendar.

Our Dining Guide is similarly comprehensive. It covers our vast array of local restaurants, with detailed information about their offerings and many ways to search—by price, location, and 47 types of cuisine.

There are also stories galore about south-central Indiana, both gleaned from the magazine and created specifically for the website, plus photo galleries, videos, and much more. New content is uploaded several times a week.

So check out magbloom.com. This is just the beginning.

Genius-genius

There are geniuses and there are geniuses. I think of the first kind as being brilliant academics, scientists, mathematicians, inventors, and creative types generally, of which this town has quite a few. To my mind the second kind of genius is possessed by people with a superior understanding of how the world works and who can achieve great things by "working" this advantage. Few people have both kinds.

One who does is Jill Bolte Taylor, our resident Harvard-trained neuroanatomist. Jill recovered from a devastating stroke and turned the experience into a book, *My Stroke of Insight*.

(Talk about making lemonade out of lemons.) As a consequence of the book, she was invited to speak at the prestigious TED conference (Technology, Education, Design) where she wowed the celebrity audience. Shortly thereafter, she became an international sensation when 10 million people viewed her TED talk online and *Time* magazine named her one of the 100 most influential people in the world. This fame propelled her book to *New York Times* bestseller status. Jill immediately started promoting the idea of a movie about her life, specifying that she would like Jodie Foster to star. Hollywood apparently heard Jill because Sony Pictures has optioned the rights to her book. Ron Howard has signed on to direct and Foster has agreed to play Jill. No less a talent than Meryl Streep is interested in playing her mother.

Now comes the Brain Extravanga!—Jill's idea to have local artists decorate 22 giant brains and have them displayed around town and on the IU campus. (See story, page 99). This project, already garnering national and international attention, is going to bring Bloomington and the university the kind of lasting PR that money just can't buy. Bloomington and Big Brains are going to become synonymous (move over basketball), an association that can only bring good vibes (and good jobs) our way.

We are fortunate to have Jill Bolte Taylor, a rare genius-genius, in our midst.

Malcolm Abrams
editor and publisher